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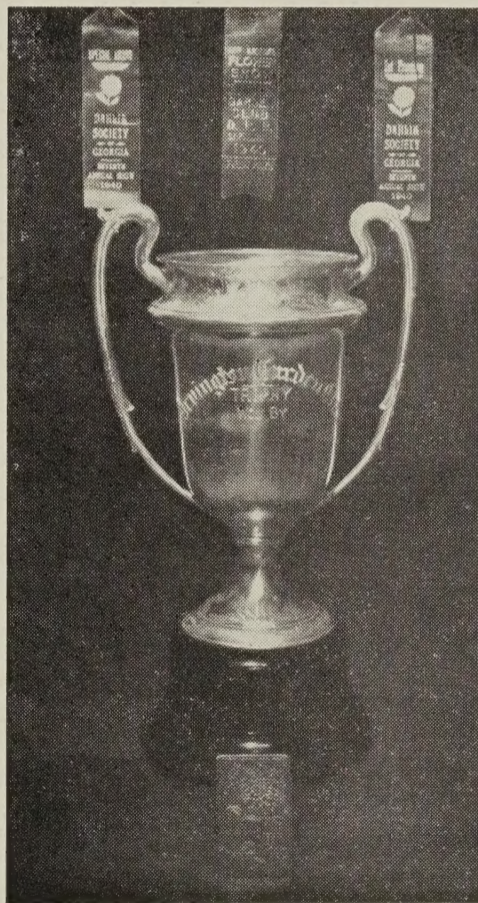
U. S. Department of Agriculture

Premier
Dependable Dahlias

FOR 1945 RELEASE

and

**DAHLIA ROOTS, PLANTS
& ROOTED CUTTINGS**



PREMIER DAHLIA GARDENS

COLUMBIA

(Warren County)

NEW JERSEY

TO OUR DAHLIA LOVING FRIENDS — The extreme dryness of the past season may have been responsible for the failure of certain varieties to grow and give satisfactory results. Particularly was this true of SALEM SUNSHINE and COLIN KELLY Jr. Our own introduction LINK'S BLACK PRINCE and tho we have had good reports on its fine behavior in some localities, we are withdrawing it this season for the purpose of building up new stock. OUR GUARANTEE IS TO GIVE SATISFACTION and we will gladly replace such failures with new varieties if you will name them. Stock of WINGS, purchased last season proved untrue and any receiving it may select replacements to the full amount paid. LINK'S SENSATION was especially outstanding and was also placed first in the selection of the twelve best in the field; alphabetically arranged they are DEAN SHURTLIFF, GLOWING BEAUTY, JOHN W. SHERWOOD, KING DAVID, LINK'S WHITE MAJESTY, PINK ELEPHANT, RHYTHM, SOUTHERN THOROUGHBRED, THE RANGER, THE REAL GLORY, TOP FLIGHT & WORLD EVENT.

We are striving to give you outstanding varieties that will win for you at the shows and those that give your gardens the appearances of a show-place. With this in mind we have selected the best of the NEW INTRODUCTIONS and the STANDARDS in making up this list. We thank you for your continued faith in us.

We have testimonials from many localities and will supply references from these growers if desired.

BANK REFERENCES — Hillside National, Hillside, N. J., Portland National, Portland, Pa. and Dunn & Bradstreet.

NO TRANSACTION IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED.

Our prices are reasonable and we ask you to GIVE US A TRIAL — We will PROVE that we have your interests in mind at all times.

YOU CAN'T LOSE WHEN DEALING WITH PREMIER.

READ CAREFULLY

Terms: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition. We pay all other charges.

Shipments: Roots, May 1st to June 1st. Plants, May 1st to June 10th. Rooted Cuttings, April 15 to June 1.

Guarantee: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

**OUR SQUARE DEALINGS HAVE
BEEN COMMENDED BY ALL**

Order Early to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

THE SPECIAL COLLECTIONS REPRESENT UNUSUAL SAVINGS

Collections are net.

OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benched in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out. **OUR PLANTS ARE SHIPPED FROM 3 INCH POTS.**

OUR 1945 INTRODUCTIONS

Moscow (Grove - Premier) I. D. — Mr. Homer Grove of Hagerstown, Maryland, gives the color of this giant as intense carmine. (Rose red is the near color according to the Ridgway Color Chart.) Pruned to four canes, blooms have been grown to 13½ inches in diameter by 8 inches deep, or with ordinary field growth, will give many large flowers that are held erect and facing on long, stiff stems. Foliage is thick and leathery. Winner of several awards as a Seedling and Certified with score of 85 at the Texas Trial Grounds, and on Col. Eddy's Honor Roll. A Dahlia that can stand heat and drouth without burning. Plants average 5 feet tall.

ROOTS \$10.00 PLANTS \$5.00, 3 for \$12.50

Miss Conway (Knight - Premier) I. D. — Occasionally Formal. An 8x5 inch Dahlia of a beautiful shade of pinkish-red, the base and edges of the petals are white, giving the appearance of a white center. May be grown as an "A" Dahlia with slight forcing. Wire stems hold flowers facing on bushes 5½ feet tall. Foliage very heavy and insect resistant. (Ridgway's nearest shade, Rose Color.)

ROOTS \$10.00 PLANTS \$5.00, 3 for \$12.50

Miss Carolina (Knight - Premier) I. D. — A beautiful deep flower of the lovely color of the Minuet Gladiolus, (light lavender); of vigorous plant growth, a prolific bloomer, the strong stems hold flowers erect and facing on bushes of medium height. Has been most outstanding for three seasons and was admired by all visitors including florists who laud its color and quality. Blooms, 8 inches without forcing and keep well when cut. Has never been propagated.

ROOTS \$10.00 Net PLANTS \$3.35 Net, 3 for \$9.00 Net

CALIFORNIA'S BEST DAHLIA SEED

PREMIER has made new contact with an "EXPERT HYBRIDIZER OF CALIFORNIA" and the seedlings planted by us this season are giving very satisfactory results and several are so outstanding they are deserving of retrial another year. Then too, the germination of these seeds have been so much higher than those we have planted for a number of years, we don't believe you can beat them for fertility. They are from the best and latest introductions.

IF YOU ARE INTERESTED IN GROWING SEEDLINGS, WE CAN GIVE YOU EXCEPTIONAL VALUE.

20 SEED \$1.00 125 SEED \$5.00 1000 SEED \$35.00

ROOTED CUTTINGS

Should you be interested in ROOTED CUTTINGS of any of the newer varieties, write us and we will advise if we have sufficient "Base Cuttings" to enable us to supply ROOTED CUTTINGS at one-third less than the cost of plants. Taken from the sand and wrapped and shipped in wet sphagnum moss we guarantee delivery in good condition and that they are true to name; here our responsibility ceases for proper facilities (cold-frames, good potting soil and 3 & 4 inch pots) are needed and some knowledge required to give them the care essential to maintain their vitality and grow them to worth-while plants hardened off for outside planting.

WHERE STOCK WILL PERMIT AND VARIETIES LISTS AT \$1.00 OR MORE, WE WILL SUPPLY ROOTED CUTTINGS AT ONE-THIRD LESS THAN PLANT PRICES

1945 HONOR ROLL AND CERTIFIED INTRODUCTIONS OF OTHER GROWERS

Ballay Rouge (Ballay) I. C. — Bright true red. True type fine-petaled Cactus. Size about 9 in. Long straight stem holding flower in the correct position. Early and free bloomer. On Western Honor Roll.

PLANT \$7.50

Belvedere (Ballay) I. D. — Clear bright pink with lighter shadings. 12 in. bloom. Well built flower on long strong stem.

PLANT \$7.50

Black Monarch (Pape-Rocky River) S. C. — Very dark glistening maroon 11-12½x6-7 in. bloom held side facing; Tight centers, crinkled petals. Foliage of serrated leaves that are insect resistant. Bushes grow 5 ft. tall. On Mid-West and Western Honor Roll.

PLANT \$7.50

Essie Smith (W. E. Smith) — Giant, Semi-Cactus of amaranth pink. Has been grown to 13½x10 inches, the blooms facing to upward, with tight centers. Strong cane like stems. Foliage heavy and insect resistant. Height 5 feet. Winner of the A. H. C. Medal at Pittsburgh, Pa., and at Wellsville, Ohio. On Mr. Lynn Dudley's Eastern Honor Roll, Mr. J. Louis Robert's Mid-Western Honor Roll, and Col. Richard T. Eddy's Western Honor Roll.

PLANT \$5.00 Net

Faithful (Dahliadel) S. C. — The introducers state it is the best pure white and most dependable Semi-Cactus they have ever grown. Average size 10x5 in. Sturdy bushes grow to 5 feet tall. On Eastern Honor Roll.

PLANT \$5.00

Flaming Glory (Poulos) I. D. — Color, scarlet red overlaid purple with reverse of light red. Size to 13x8½ in. Good stem and foliage. Certified and on all the Honor Rolls. Average height 5 feet.

PLANT \$5.00

General John J. Pershing (Ward-Ruschmohr) S. C. — A blending of coral and jasper red with flush of chrome. A sport of the big prize winner, Virginia Rute it has been grown to giant size 13x8 in. Certified at both East Lansing and Fairmont Trial Grounds and on the Eastern and Mid-West Honor Roll. Plants grow 5 to 6 ft. tall.

PLANT \$7.50

Hoosier Marvel (Wolfe) — A giant yellow S. C. to I. D. of color of Lord of Autumn. Blooms up to 14x7 are held facing on excellent stems, good substance, strong stems and tough dark green foliage. Certified at East Lansing and on the Mid-West Honor Roll. 5½ - 6 feet tall.

PLANT \$5.00

Jane Lausche (Rocky River) — Semi-Cactus Bi-color of rose mauve with white tips. Grown to 12x6. Spectacular and most beautiful. Awarded Certificate of Merit. Winner of three Achievement Medals and on All Honor Rolls. 6'.

PLANT \$7.50

Joan Ferez (Rindfleisch-Ruschmohr) I. D. — Color chrome-yellow with blush of spinel pink. Size 10-12x6-7. Foliage dark and resistant. Winner of the Achievement Medal at New York and on Eastern Honor Roll. 5 ft.

PLANT \$7.50

L. C. K. (Lakeside) St. C. — Color, lemon-yellow at center blended with deep pink at the outer end of petals. Averaging 5-6x3¼ inches on long stems very prolific, good keeper. Winner of Silver Trophy at New York, 1944. Certified at both Storr's and East Lansing Trial Grounds and on East and West Honor Roll.

PLANT \$5.00

Lucky (Michaels) 7x5 Cactus — A bright red cactus that won first at Cleveland and also at Louisville. Blooms are held facing on stiff wiry stems. Blooms early till frost. Scored 85 at Cincinnati and 84 at East Lansing Trial Gardens.

PLANT \$3.50

Moon Glo (Robens) Cactus — Color, center of petals gold with salmon pink and bronze blending. An early and free bloomer. Blooms 7 to 8 in. held facing to erect on long straight stems. May be grown to 10 in. or more. Winner of six blue ribbons and a special award the past season. On East and West Honor Rolls.

PLANTS \$5.00; 3 for \$12.50

Rev. C. A. Mulhearn (Rosemary) Straight Cactus — A bright red cactus that is held erect on wiry stems. Foliage very good and the blooms average 7x5 inches. Winner as 1st and 2nd year Seedling. On the Eastern Honor Roll.

PLANT \$5.00

Rosemary's Delight (Rosemary) I. D. — Color is a fine clear deep pink. Blooms of good formation average about 8 inches in diameter are held erect on stiff stems. A nice clean grower and a real contender in the Medium Classes. On the Eastern Honor Roll.

PLANT \$5.00

Sgt. Williams (Williams-Dahliadel) — A golden yellow sport of GLAMOUR, that rugged, healthy grower. Can be grown to great size. On Eastern Honor Roll.

PLANT \$5.00

Silver Jubilee (Ballay) I. D. — Bright rose pink tipped white. Something entirely new in a bi-color. Bloom 10 in. Artistic formation and a good grower. On Midwest and Western Honor Rolls.

PLANT \$7.50

Sir Galahad (Comstock) I. D. — Orange, tipped and slightly edged gold. Blooms held facing on long, strong, straight stems average 10x6 inches. Foliage heavy, dark green and insect resistant. Very good keeper when cut and a prolific bloomer. Achievement Medal Winner and on the Eastern and the Western Honor Rolls. Also winner of many firsts at California Shows and Certified at Storrs Trial Grounds in 1944 with score of 85-6.

PLANT \$7.50

Stellaette (Rosemary) I. D. to Formal — This velvety deep red is what some dahlia critics call a red CALIF. IDOL. Cane like stems that carry the blooms erect. Foliage insect proof; like the old Jersey's Beacon. Grows about 5½ ft. in height. Blooms average 11x8 inches. Excellent keeper when cut. Winner as 1st and 2nd year Seedling and on both the Mid-West and Pacific Coast Honor Rolls.

PLANT \$5.00 Net

Sunset Special (Dozier) S. C. — A sensational giant 11-12 in. field grown Color, bright orange flame, the reverse of yellow showing at twisted, serrated tips. Great depth and substance, facing just right on strongest stems possible. Larger and earlier than its parent "Top-Flight." On Eastern and Mid-West Honor Rolls.

PLANT \$5.00

Topsy (Robens) Bi-Color Formal — Color, bright scarlet red with white tips. Blooms facing on long stems 7-8 in. Has been grown to 11 inches. A very good keeper when cut. Has won a number of Special Awards and is on the East and West Honor Rolls.

PLANT \$3.50

1945 LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS

Abbreviations: (F. D.) Formal Decorative; (I. D.) Informal Decorative; (S. C.) Semi-Cactus; (C.) Cactus; (Min.) Miniature. * 1944 Introductions.

	Root	Plant
ALICE MAY (I.D.) Clear white	\$.75
*ALMINA (S.C. to Str. C.) Bright lemon yellow. Fine form	7.50	3.75
BABY VAMP (Min. I.C.) Orange	1.50	
BATAAN (S.C.) Red and gold		2.00
BESS SMITH (I.D.) Pure white	3.50	1.50
*CLARIAM BELLE (I.D.) Bi-color, yellow with white		2.00
COL. A. G. RUDD (I.D.) Rich carmine & mahogany red		1.50
COLUMBIA (S.C.) Blended gold and peach pink	3.50	1.50
COMMANDO (F.D.) Dark lavender		1.50
CROWNING GLORY (I.C.) Two tone pink		1.50
DAHLIAMUM (I.D.) Blend amber with gold75
DEAN SHURTLEFF (I.D.) Giant Crimson, outstanding	3.50	1.50
DIXIE'S WINE DOT (I.D.) Varigated, white flecked wine red		1.50
*DOUBLE DUTY (F.D.) Rose pink		3.00
EDITH WILLKIE (S.C.) A pure white giant		1.50
EDNA L. (MIN., S.C. to Str. C.) Bright lavender	1.50	
EVENTIDE (I.D.) Rich deep violet purple		1.00
FLASH (I.C. or S.C.) Bi-color red tipped white		1.00
*GAYLORD BALLAY (I.D.) Giant white		5.00
GLAMOUR (I.D.) Purple veined violet75
GLOWING BEAUTY (F.D. to I.D.) Bright cardinal red	3.50	1.50

JOIN THE AMERICAN DAHLIA SOCIETY

We invite our friends and customers to join the AMERICAN DAHLIA SOCIETY and become a part of this great National organization whose interest is devoted solely to the improvement of the Dahlia.

THE QUARTERLY BULLETIN—a real Dahlia Magazine—gives all the up-to-date Dahlia news, information about, and illustrations of new varieties, the latest cultural hints (growing 'em big, root storage, etc.), and is a really worth while guide to any lover of Dahlias. The Bulletin alone is worth much more than the cost of the annual dues.

TRIAL GARDENS—4 official gardens are maintained where new varieties are tested and scored each year. Full reports from all these gardens are published in the Bulletin yearly. Research work on insect and disease control is sponsored.

Dahlia "fans" in every state of the Union and many foreign countries are members and frequently contribute news to the Bulletin. Membership includes admission to, and the privilege of exhibiting at all the National exhibitions which are held each September in some National center.

Dues \$3.00 per year.
Payable in advance.

JOIN NOW—and we know you will not regret doing so.

Proposed by

**Premier Dahlia
Gardens**

**COLUMBIA,
New Jersey**

APPLICATION FORM

To Dr. Ward H. Cook,
Secretary of The American Dahlia Society, Inc.
34 Puritan Avenue, Tuckahoe 7, New York.

Enclosed find \$3.00 for which please enroll me as a member of your Society. Send copy of the current Bulletin.

Name.....

Address.....

.....

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New Jersey

	Root	Plant
IRENE DUNNE (Str. C.) Lavender	5.00	2.50
IVORY PRINCESS (S.C.) Ivory	3.00	1.50
JOHN W. SHERWOOD (I.D.) Lavender	3.50	1.50
JUDY G. (Str. C. to S.C.) Blend red with yellow		1.50
KENTUCKY SPORTSMAN (I.D.) Yellow, orange and white75
KING DAVID (F.D. to I.D.) Rich purple	2.50	1.25
KING PETER (F.D.) Blend of white with lavender		1.00
LEAH PEARL (F.D.) Blended pink, white and yellow	1.50	
*LINK'S SENSATION (S.C. or I.D.) Blended orange with red	7.50	3.75
LINK'S TAWNY TRIUMPH (F.D.) General effect orange		1.50
LINK'S VIVACIOUS (F.D.) Blend of red, buff, yellow & white	2.50	1.25
LINK'S WHITE MAJESTY (I.D.) Giant pure white	3.00	1.50
*LITTLE WISTERIA (Min. F.D.) Lavender	1.50	
MAFFIE (S.C.) Giant carmine red	2.50	1.50
*MISS BAINBRIDGE (Str. C.) Blend of pink with yellow	5.00	2.50
MOON GODDESS (F.D. to I.D.) Giant primrose yellow	5.00	2.50
NANCY ANN MITCHELL (I.C.) Vivid scarlet75
NORMA MORTON (I.D.) Blend of yellow with red		1.00
*100 PER CENT (I.D. to F.D.) Pink	5.00	2.50
ORANGE PRINCESS (Str. C.) Reddish orange. A winner		1.50
PINK ELEPHANT (I.D.) A deep rose pink giant		2.00
*POET'S DREAM (S.C.) Blend of white with pink		3.00
PREMIER'S WINSOME (I.D.) Giant mallow pink		1.00
PYGMALION (S.C. to I.C.) Blended red and yellow		1.00
*RED GIANT (I.D.) Rich red		4.00
RHYTHM (I.C.) Blend of pink with yellow	4.50	2.50
*ROSELYN STRAIGHT (S.C.) Blend of orange with red	7.50	3.75
*SARETT'S PINK FLAMINGO (I.C. or S.C.) Clear rose pink	10.00	5.00
*SHERWOOD'S PEACH (I.D.) Orange giant	7.50	3.75
SILVER LADY (I.D.) Blend of white with lavender	1.00	
SNOWBALL (Str. C. to S.C.) Pure white, beautiful formation		1.00
SOUTHERN THOROBRED (S.C.) Giant mauve lavender		2.50
SPARKLE (Collarette) Pure white with white collar	1.25	
STUDENT PRINCE (S.C.) Rich yellow	1.50	
SUN TAN (S.C.) Salmon orange with bronze sheen	3.50	1.50
TERRY (I.D.) Lavender		1.50
THE RANGER (I.C.) True purple veined white. A beauty	5.00	2.50
THE REAL GLORY (F.D.) Pure white	2.00	1.00
TOP FLIGHT (S.C.) Bright blood red	3.00	1.50
TOPS (I.D.) Clear rich yellow. Very large	4.00	2.00
*TUXEDO (I.D.) Cardinal red		2.50
VICTORY (F.D.) Rose pink	1.50	
WAAC (F.D. to I.D.) Blended yellow with pink		2.50
WANDA MEADE (I.D.) Vivid scarlet and white		1.50
*WORLD EVENT (I.D. or F.D.) Soft glowing pink		3.75
YELLOW GLORY (S.C.) Clear lemon yellow75

(LINK'S BLACK PRINCE—Withdrawn to increase stock)

MONEY SAVING "SUPER-VALUE" COLLECTIONS

Special Offering of Unusual Collections of Outstanding Dahlias

ROOT COLLECTION "A" — Labeled varieties in a wide variance of colors at \$5.00 per Dozen Roots. Postpaid. EXTRA VALUE GUARANTEED.

SUPER VALUE PLANT COLLECTION "B" — Any 12 for \$12.00. All 22 for \$20.00. Add 35c for Special Delivery.

Bataan, Bess Smith, Columbia, Commando, Dean Shurtleff, Col. Rudd, Dixie Wine Dot. Edith Willkie, Blowing Beauty, Ivory Princess, John W. Sherwood, Judy G., King David, Tawny Triumph, Link's Vivacious, White Majesty, Maffie, Orange Princess, Sun-Tan, Terry, Top Flight, Wanda Meade.

OUR FAMOUS COLLECTIONS

SUPER-VALUE PLANT COLLECTION "C" — Any 8 for \$13.50 All 12 for \$19.00. Add 35c for Special Delivery.

Clariam Belle, Pink Elephant, Irene Dunne, Miss Bainbridge, Moon Goddess, 100 Per Cent, Rhythm, Southern Thorobred, The Ranger, Top Flight, Tuxedo, Waac.

OF CONSISTENT PRIZE WINNERS

SUPER-VALUE PLANT COLLECTION "D" — Any 6 for \$16.00. All 10 for \$25.00. Add 35c for Special Delivery.

Almina, Double Duty, Gaylord Ballay, Link's Sensation, Poet's Dream, Red Giant, Roselyn Straight, Sarett's Pink Flamingo, Sherwood's Peach, World Event.

WILL WIN FOR YOU

ORDERS FOR COLLECTIONS MUST BE PLACED NOT LATER THAN APRIL 15th as we can make no promise of having sufficient stock after that date. **A DEPOSIT of 25%** will hold order till shipping time.

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